

Agenda for the Monthly Meeting of the
BARABOO ECONOMIC DEVELOPMENT COMMISSION (“BEDC”)

Date and Time: **Thursday, February 11, 2021 at 5:30 p.m.**

Location: **City Hall, Council Chambers, 101 South Blvd., Baraboo**

Members Noticed: Nanci Caflisch - Chair, Dave Johnson – Vice-Chair, Carolyn Wastlund – Secretary, Jim Bowers, Musa Ayar, Jason Kent, Lori Mueller, Mike Palm, Beth Persche, Dave Taylor, Laura Walczak, Ed White

Others Noticed: Rob Nelson, Casey Bradley, Brenda Zeman, Mike Hardy, Tom Pinion, Jim Michaels, Mark Schauf, Kevin Stieve, Jessica Bergin, Jenny Erickson, Baraboo Chamber of Commerce President, Patrick Cannon, and the Media

MEMBERS

not
attending
must notify
the
Chairperson
at least 24
hours before
the meeting.

1. **CALL MEETING TO ORDER AND NOTE COMPLIANCE WITH OPEN MEETING LAW**
2. **ROLLCALL OF MEMBERSHIP**
3. **APPROVE January 7, 2021 MEETING MINUTES**
4. **APPROVE AGENDA**
5. **PRESENTATION**
None
6. **ACTION ITEMS**
7. **INFORMATION/DISCUSSION ITEMS**
 - a. Consideration and discussion of creating future goals for BEDC.
8. **ADJOURNMENT**

Agenda prepared by Patrick Cannon on 1/14/2021 and posted by DMM on 2/3/2021

PLEASE TAKE NOTICE that any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format, should contact the Municipal Clerk, 101 South Blvd., Baraboo, WI or phone (608) 355-2700, during regular business hours at least 48 hours before the meeting so that reasonable arrangements can be made to accommodate each request.

FOR INFORMATION ONLY AND NOT A NOTICE TO PUBLIC

Baraboo Economic Development Commission

Meeting Minutes

January 7, 2021

I. Call Meeting to Order and Note Compliance with Open Meeting Law

Chairperson Caflisch called the meeting to order at 5:30 PM at the Baraboo Municipal Building, Council Chambers, 101 South Blvd., Baraboo, WI. The meeting was noticed in conformance with Wisconsin State Statutes regarding open meetings.

II. Roll Call of Membership

Present: Caflisch, Johnson, Wastlund, Bowers, Kent, Mueller, Palm, Persche, White

Absent: Ayar, Taylor, Walczak

Other: Patrick Cannon

III. Approve Minutes

Motion to approve the minutes for December 3, 2020

Palm (1); Johnson (2)

Aye: All via voice vote

Nay: None

IV. Approve Agenda

Motion to approve the amended agenda as presented

Bowers (1); Kent (2)

Aye: All via voice vote

Nay: None

V. Presentation

Alana Voss – Sauk County Extension

Ms. Voss gave a summary of the economic activities in Sauk County related to agriculture. This industry contributes 4,312 jobs in the county. The estimate of \$743,000,000 is attributed to the agricultural economy.

VI. Action Items

None

VII. Information/Discussion Items

a. Continued discussion on housing options for possible future recommendation to City Council

Ms. Caflisch would like the Commission to set Housing as a goal for BEDC. She would such as a video, grants and an obvious link to the City website as some of the items.

It was decided that an Ad Hoc committee should be created to work on this item. Mr. White and Ms. Caflisch volunteered to serve.

b. Review and discuss 2020 goals for BEDC

An extended discussion was held regarding the setting of goals for BEDC. One of the unknown items is the status of the grant application with EDA. Once that is finalized, the setting of goals should be clearer.

The Commission would like to set the February meeting to be only a discussion and establishment of goals.

c. Review and discuss BEDC tour schedule of local businesses

The Commission would like to hold on tours at his time due to COVID-19.

d. Updates on Development Activities

- Mayor Palm updated on the following:
 - The Police and Fire Commission is now an appointed Commission rather than elected body.
 - The Development Agreement with Rapid River, LLC has been amended due to some soils issues.
 - The City has recently repurchased a lot from Driftless Glen and has also sold it to another party.
 -

e. Commissioners and their representative entities

- Dr. Mueller updated the Commission of the school attendance plan and the status of the building updates. She also indicated that the School Board is work on its next Referendum issue.
- MS. Caflisch updated on the Chamber activities. They are going digital. She also indicated that her tern on the Board expires at the end of December.
- Ms. Persche updated on the activities of Power Up. They are planning on reconnecting with the various parties. This activity slowed due to COVID-19. She will be attending the Renewable Energy Summit next week. They are also working with the Sauk County Solar Project. A recent meeting was held between the City and Alliant Energy about a Solar project.
- Mr. White updated on the activities of SCDC. He will be attending the Governor's Conference in a few weeks. It will be virtual. The SCDC Housing Committee has also begun meeting again.
- Mr. Kent updated on the manufacturing industry. He expressed a concern on the aging of the workforce and that the jobs are not being backfilled. This is a long term problem. Teel Manufacturing hired 97 people in 2020. Approximately 50% of these hires were new positions.
- Ms. Wastlund indicated that the CDA is working on Library project.

VIII. Adjournment

Motion to adjourn the meeting was made at 7:12 pm.

White (1); Mueller (2)

Aye: All via voice vote

Nay: None

Nanci Caflisch
Chairperson

Patrick Cannon
Recorder

City of Baraboo, WI

EDA Grant Application for Economic Development Strategic Plan

BUDGET NARRATIVE

With a population of just over 12,000, the City of Baraboo is located in southcentral Wisconsin and is the seat of Sauk County. Sauk County is part of the Madison Region Economic Partnership (MadREP) service territory. The Baraboo area's economy has historically been rooted in manufacturing and tourism sectors. Baraboo has been deeply impacted by the COVID-19 pandemic in several significant ways including job losses from closures of major employers.

To address these challenges, the City is seeking a \$105,000 EDA grant, matched by \$45,000 in local funding, to prepare an economic development strategic plan with a focus on long term economic resilience. This strategic plan will provide a blueprint for the City's economic development programs and projects for the post-pandemic recovery, and help lay the groundwork for a more resilient local economy.

The funds will be used to engage an economic development consulting team to manage the process and prepare the plan. The City will select an experienced and qualified consulting team for the project that includes expertise in economic development analysis, planning, financing, and public engagement. Provided below are estimates of total budgets and total anticipated work hours by task. This Budget Narrative supplements the Scope of Work submitted within the ED-900 form and the budget information submitted in the SF-424 form by providing additional detail on anticipated expenses by task.

Budgets by Task:

Phase 1. Data Analysis

Phase 1 will be to collect and analyze data to gain a better understanding of the current economic situation in Baraboo. This will include evaluating key indicators related to the City's economic conditions, demographics, and market trends. The analysis will evaluate how the City's economy is changing as a result of the pandemic and provide insights into what the post-COVID economy will look like in Baraboo. The analysis will focus on identifying key relevant statistics and communicate findings in clear ways that lead toward action. Specific tasks will include:

- a. Conduct a thorough review of existing economic development plans, analyses, and other background materials for Baraboo.
- b. Collect and analyze data on Baraboo's demographic trends, economic profile, real estate market conditions, and industry trends.
- c. Evaluate key pre- and post-COVID indicators to quantify how the pandemic is impacting Baraboo's Economy

Deliverable: Summary report and presentation communicating key findings and trends, provided in PowerPoint format.

Estimated total consultant hours: 90

Phase 1 Budget: \$17,500

Phase 2. Community and Stakeholder Engagement

Phase 2 will be to conduct a focused community and stakeholder engagement process to gather information and input on economic development priorities. With the current limitations on in-person

gatherings, the City and the consulting team will use technology to engage stakeholders and community members using various online tools. Specific steps in this process include:

- a. **Steering Committee** - The Baraboo Economic Development Commission (BECD) will serve as the steering committee for the plan and will meet periodically to review materials and provide direction.
- b. **Stakeholder Interviews** – Conduct interviews with local officials, business leaders, developers, and other identified stakeholders.
- c. **Virtual Roundtables** – Conduct web-conference based “roundtable” meetings with key business people, real estate professionals, and community leaders to gain their insights into needs and opportunities
- d. **Virtual Town Hall Meetings** – Conduct two virtual town hall meetings – one to gather initial input and the second to present results.
- e. **Online Survey** – Conduct an online survey to gather initial input from community members on economic development needs/priorities.
- f. **Regional Collaboration** – Meet with the MadREP, Sauk County, Sauk County Economic Development Corporation (SCDC), WEDC, and surrounding communities to discuss projects and priorities.

Deliverable: *Summary memo describing key findings from the stakeholder engagement process and a list of identified goals.*

Estimated total consultant hours: 110

Phase 2 Budget: \$21,000

Phase 3. Economic Development Recommendations and Strategies

Building off the findings from the market analysis and community engagement process, Phase 3 will be to develop specific recommendations on economic development strategies, policies, and projects. This will include:

- a. **Business and Industry** – Based on the data analysis, provide recommendations for specific industries and industry clusters that have growth potential for Baraboo (with an emphasis on diversifying the local economy to increase overall economic resilience).
- b. **Business Attraction, Retention, and Expansion Recommendations** – Recommendations for industries to target for attraction and strategies to support existing businesses in the community
- c. **Site/Area Specific Recommendations** – Provide recommendations on specific sites and areas with potential for economic growth and projects necessary to facilitate investment.

Deliverable: *Set of specific economic development recommendations.*

Estimated total consultant hours: 180

Phase 3 Budget: \$35,000

Phase 4. South Boulevard Special Area Strategy

Phase 4 of the process will focus specifically on analysis and economic development strategies for the South Boulevard Corridor. Task will include:

- a. **Property Analysis** - Analyze the existing property ownership, mix of businesses/industries, and condition of buildings and infrastructure in the corridor.

- b. **Key Site Identification** - Determine distinct geographic segments and key sites within the South Boulevard Corridor delineated by categories such as the fabric of development, uses, street level activity, and surrounding buildings and activities that may influence revitalization efforts.
- c. **Recommendations** - Develop recommendations within the defined segments for economic development initiatives, redevelopment projects, and public infrastructure improvements

Deliverable: *Summary report with recommendations for the corridor.*

Estimated total consultant hours: 160

Phase 4 Budget: \$30,000

Phase 5: Economic Risk Analysis and Resilience Strategies

Phase 5 of the process will focus specifically on evaluating Baraboo's preparedness for future economic shocks and disruptions, and identifying strategies to increase the city's economic reliance. Specific components will include:

- a. **Economic Risk Assessment** – Identify specific economic risks and vulnerabilities
- b. **Business Continuity Planning** – Identify strategies the City can use to help businesses maintain operations in the face of disruptions
- c. **Communication Protocols** - establish processes to maintain communication with the business community during unforeseen situations.
- d. **Industry and Workforce Diversification** – Identify strategies to increase the resilience of the local workforce and diversify the City's employment base.

Deliverable: *Resilience Strategy with specific actions and recommendations*

Estimated total consultant hours: 118

Phase 5 Budget: \$22,500

Phase 6. Implementation Strategy

The final part of the process is creating the Implementation Strategy. This will include identification of specific next steps, sources of funding, staffing related recommendations, and metrics. The Implementation Strategy will include:

- a. **Funding Strategies** – Identify potential funding tools (including local, state, and federal incentives) that can be leveraged to support the priorities identified in the strategic plan
- b. **Timeline/Prioritization** – Categorize recommendations by priority and create a timeline for the implementation of projects
- c. **Staffing and Organizational Structure** – Working with City staff, provide recommendations for internal staffing needs and for how to coordinate economic development efforts with local partners.
- d. **Metrics** – Identify performance measures that will be tracked over time to gauge progress.

Deliverable: *Implementation strategy matrix identifying priority projects and a timeline, potential funding sources, staff responsibilities, and performance metrics for each project.*

Estimated total consultant hours: 130

Phase 6 Budget: \$25,000

This Workspace form is one of the forms you need to complete prior to submitting your Application Package. This form can be completed in its entirety offline using Adobe Reader. You can save your form by clicking the "Save" button and see any errors by clicking the "Check For Errors" button. In-progress and completed forms can be uploaded at any time to Grants.gov using the Workspace feature.

When you open a form, required fields are highlighted in yellow with a red border. Optional fields and completed fields are displayed in white. If you enter invalid or incomplete information in a field, you will receive an error message. Additional instructions and FAQs about the Application Package can be found in the Grants.gov Applicants tab.

OPPORTUNITY & PACKAGE DETAILS:

Opportunity Number:	PWEAA2020
Opportunity Title:	FY 2020 EDA Public Works and Economic Adjustment Assistance Programs including CARES Act Funding
Opportunity Package ID:	PKG00255932
CFDA Number:	11.307
CFDA Description:	Economic Adjustment Assistance
Competition ID:	EAA-NC
Competition Title:	EDA Non-Construction Full Application 11.307
Opening Date:	10/18/2019
Closing Date:	09/30/2022
Agency:	Economic Development Administration
Contact Information:	www.eda.gov/contact

APPLICANT & WORKSPACE DETAILS:

Workspace ID:	WS00584369
Application Filing Name:	Baraboo Economic Development and Strategic Plan
DUNS:	0842285270000
Organization:	BARABOO, CITY OF
Form Name:	Application for Federal Assistance (SF-424)
Form Version:	2.1
Requirement:	Mandatory
Download Date/Time:	Jan 18, 2021 12:08:06 PM EST
Form State:	No Errors

FORM ACTIONS:

Application for Federal Assistance SF-424

* 1. Type of Submission:

- ☐ Preapplication
☒ Application
☐ Changed/Corrected Application

* 2. Type of Application:

- ☒ New
☐ Continuation
☐ Revision

* If Revision, select appropriate letter(s):

* Other (Specify):

* 3. Date Received:

Completed by Grants.gov upon submission.

4. Applicant Identifier:

5a. Federal Entity Identifier:

5b. Federal Award Identifier:

State Use Only:

6. Date Received by State:

7. State Application Identifier:

8. APPLICANT INFORMATION:

* a. Legal Name:

City of Baraboo

* b. Employer/Taxpayer Identification Number (EIN/TIN):

39-6005391

* c. Organizational DUNS:

0842285270000

d. Address:

* Street1:

101 South Blvd

Street2:

* City:

Baraboo

County/Parish:

* State:

WI: Wisconsin

Province:

* Country:

USA: UNITED STATES

* Zip / Postal Code:

53913-2941

e. Organizational Unit:

Department Name:

Division Name:

f. Name and contact information of person to be contacted on matters involving this application:

Prefix:

* First Name:

Patrick

Middle Name:

* Last Name:

Cannon

Suffix:

Title:

Community Development Authority Director

Organizational Affiliation:

* Telephone Number:

608-356-4822

Fax Number:

608-356-3415

* Email:

pcannon@cityofbaraboo.com

Application for Federal Assistance SF-424

* 9. Type of Applicant 1: Select Applicant Type:

C: City or Township Government

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

* 10. Name of Federal Agency:

Economic Development Administration

11. Catalog of Federal Domestic Assistance Number:

11.307

CFDA Title:

Economic Adjustment Assistance

* 12. Funding Opportunity Number:

PWEAA2020

* Title:

FY 2020 EDA Public Works and Economic Adjustment Assistance Programs including CARES Act Funding

13. Competition Identification Number:

EAA-NC

Title:

EDA Non-Construction Full Application 11.307

14. Areas Affected by Project (Cities, Counties, States, etc.):

Add Attachment

Delete Attachment

View Attachment

* 15. Descriptive Title of Applicant's Project:

Development of a new Economic Development and Strategic Plan for the City of Baraboo.

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

Application for Federal Assistance SF-424**16. Congressional Districts Of:*** a. Applicant * b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment

Delete Attachment

View Attachment

17. Proposed Project:* a. Start Date: * b. End Date: **18. Estimated Funding (\$):**

* a. Federal	<input type="text" value="105,000.00"/>
* b. Applicant	<input type="text" value="45,000.00"/>
* c. State	<input type="text" value="0.00"/>
* d. Local	<input type="text" value="0.00"/>
* e. Other	<input type="text" value="0.00"/>
* f. Program Income	<input type="text" value="0.00"/>
* g. TOTAL	<input type="text" value="150,000.00"/>

*** 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

- ☐ a. This application was made available to the State under the Executive Order 12372 Process for review on
- ☐ b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- ☒ c. Program is not covered by E.O. 12372.

*** 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**☐ Yes ☒ No

If "Yes", provide explanation and attach

Add Attachment

Delete Attachment

View Attachment

21. *By signing this application, I certify (1) to the statements contained in the list of certifications and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

☒ ** I AGREE

** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix: * First Name:

Middle Name:

* Last Name:

Suffix:

* Title: * Telephone Number: Fax Number: * Email: * Signature of Authorized Representative: * Date Signed:

RESOLUTION NO. 2020 - 108

Dated: October 13, 2020

The City of Baraboo, Wisconsin

Background: As discussed at the September 22, 2020, Council meeting in Committee of the Whole, below find the Resolution authorizing Pat Cannon, on behalf of the City of Baraboo, to submit an application for grant funding from the U.S. Department of Commerce Economic Development Administration (EDA).

Fiscal Note: (Check one) ☐ Not Required ☐ Budgeted Expenditure ☒ Not Budgeted
Comments:

Resolved, by the Common Council of the City of Baraboo, Sauk County, Wisconsin:

WHEREAS, the U.S. Department of Commerce Economic Development Administration (EDA) has made funds available through an Addendum to the FY 2020 Public Works and Economic Adjustment Notice of Funding Opportunity (FY20 PWEAA NOFO) utilizing funds from the Coronavirus Aid, Relief, and Economic Security Act (CARES Act),

WHEREAS, these funds are intended to support economic development projects in communities nationwide,

WHEREAS, the City of Baraboo has contacted EDA staff and discussed seeking funding to support creation of an economic development and resilience strategy for Baraboo,

WHEREAS, the economic development and resilience strategy will provide an analysis of Baraboo's current economic conditions and identify projects, strategies, partners, and funding opportunities to help the City respond to pandemic-related economic losses and advance long term job creation and economic growth in the community,

WHEREAS, the total budget for the project is \$175,000 and the City is seeking \$140,000 in EDA funding,

WHEREAS, the City is required to commit a 20 percent match of the funds awarded by the EDA

NOW, THEREFORE BE IT RESOLVED, the Baraboo City Council does hereby authorize the City's submission to and acceptance of funds from the EDA FY 2020 Public Works and Economic Adjustment Notice of Funding Opportunity (FY20 PWEAA NOFO) and commits to the 20 percent local match requirement for the project.

BE IT FURTHER RESOLVED that the City of Baraboo authorizes Patrick Cannon to sign and submit the EDA grant application materials.

Offered By: Committee of the Whole
Motion: Sloan
Second: Ellington

Approved: 

Certified: 